



City of Scottsdale/Human Relations Commission

Hispanic Heritage iCelebración Comunitaria!

"Putting Education First"

2006 Vendor Information Packet

Dear Potential Participant,

On September 30, 2006, the City of Scottsdale will be hosting its fourth annual Hispanic Heritage Community Celebration (Celebración Comunitaria). While this began as an internal City of Scottsdale employee event in 2000, this year marks another transition as this community-wide celebration has moved from Eldorado Park to the Scottsdale Civic Center Mall.

How is Scottsdale's celebration different from others? Scottsdale's Celebración Comunitaria's main objective is to educate our attendees about the rich Hispanic Culture. We are excited with the transition to the Scottsdale Civic Center Mall as we hope to enrich our celebration through:

- Educational booths promoting various Hispanic cultures and countries, as well as providing information about services and programs.
- Fun and educational activities for children, in conjunction with the Scottsdale Boys' & Girls' Club, Scottsdale Center for the Arts and the City of Scottsdale.
- Increased exposure to art forms and displays of local artists showcasing their talent.
- Entertainment stage with live entertainment venues representing different Hispanic countries.
- Food vendors showcasing cuisine from various Hispanic cultures.

Another opportunity that demonstrates the significance of our objective to educate participants of the richness of all Hispanic cultures is through the dissemination of youth scholarships. Your contributions can contribute directly to this wonderful opportunity. The proceeds from this event along with Scottsdale's Martin Luther King Jr. Celebration will be used in the distribution of youth scholarships.

We welcome your participation in this growing and rich cultural family celebration. A detailed description of vendor and educational opportunities for the 2006 *Scottsdale Celebración Comunitaria* is provided for your perusal. Thank you for your support in honoring and celebrating the significance of Hispanic culture and putting education first by providing access to educational opportunities. If you have any questions or require additional information regarding this event, please contact Lisa Bellamy Moone, 480-312-2038 (phone), 480-312-7960 (fax) or email at lmoone@scottsdaleaz.gov.

Sincerely,

Helen Gandara-Zavala, Chair
Hispanic Heritage Community Celebration
Administrative Services Director, Scottsdale PD
8401 E. Indian School Rd.
Scottsdale, AZ 85251

Vendor Participation Information

Food/Merchandise/Children's Activities Vendors

- Vendors will be selected from the group of Information Sheets (attached) that are submitted. **Information Sheets and booth deposit are due 8/25/06.** Criteria for selection will include:
 - Appropriateness for the goals of the event.
 - Variety of items and minimal or no duplication of items.
 - Reasonably priced and sized items compared to others submitted.
 - Demonstrated effort by the vendor that all City, County, State and Federal permits are in place.
- City will select selling vendors and notify them by 9/8/2006. A Revocable Use of Property Permit will be sent to the selected vendors at that time. Key points included in the permit are:
 - Selling vendors must submit evidence of insurance no later than September 13, 2006, as follows:
 - General Liability in the amount of \$300,000, each occurrence
 - Products-Completed Operations Aggregate in the amount of \$300,000
 - Auto Liability in the amount of \$100,000
 - Workers' Compensation according to state statutes or, if there are no employees, a Sole Proprietor Waiver
 - Selling vendors must have, and be able to produce, a City of Scottsdale Transaction Privilege Sales Tax License before the event, whether or not the vendor is selling for profit. A temporary Sales Tax License is available for \$25. The sales tax is equal to 1.65% of gross sales receipts and must be paid to the City no later than October 20, 2006. If the vendor is non-profit and can provide the City a copy of its 501(c)3, the \$25 fee and percentage of gross receipts is waived. Call 480-312-7932 for detailed sales tax information.
 - Non-selling vendors must sign and return a one-page "Not for Fees" contract outlining the services the vendor promises to provide.
 - All vendors are required to attend a mandatory vendor meeting at 2pm-5pm on September 19, 2006. The meeting will be held in the Pinnacle Training Room at the City of Scottsdale Human Resources Complex at 7575 E. Main Street, Scottsdale, AZ 85251. During that meeting, vendors will turn in the applicable signed agreements as described above, along with appropriate evidence of insurance.
- Once food vendors are selected, the Maricopa County Health Department is notified of vendor names/contacts.

Event Location

We are pleased to be able to offer you this opportunity to take part in Scottsdale's fourth annual celebration that emphasizes the importance of Hispanic culture and the significance of Hispanic Heritage Month. It is our hope that this event, which attracted thousands of people in 2005, grows to become a signature event. This celebration has been created to draw a multi-generational family crowd that celebrates the traditions and contributions of the Hispanic community. Please join us for the festivities at the Scottsdale Civic Center Mall at 7380 E. 2nd Street.

All information needs to be returned to Lisa Bellamy Moone at the City of Scottsdale, Office of Diversity & Dialogue at 7575 East Main Street, Scottsdale, AZ 85251.



Hispanic Heritage ¡Celebración Comunitaria!

2006 Vendor Information Sheet



Name (representative) _____ Business Name _____

Are you a: Sole Proprietor _____ Corporation _____ Other _____ What? _____

Mailing Address _____

City _____ State _____ Zip _____

Day Phone (with area code) _____ Night Phone (with area code) _____

FAX (with area code) _____ E-mail Address _____

Pager (with area code) _____ Cell phone (with area code) _____

Signature _____ Date _____

How would you like to participate? (Attach an additional sheet if needed.)

| | | | |
|--------------------------------------|---------------------------------|-----------------------|-----------------------|
| Children's Activities Vendor: | Food/Merchandise Vendor: | Per Item Size: | Per Item Cost: |
| Item: _____ | Item: _____ | _____ | \$ _____ |
| Item: _____ | Item: _____ | _____ | \$ _____ |
| Item: _____ | Item: _____ | _____ | \$ _____ |
| Item: _____ | Item: _____ | _____ | \$ _____ |

If you are an educational/information-only vendor, please describe what you will distribute:

If you are a food/merchandise vendor, please provide your Scottsdale Transaction Privilege Sales Tax License number:

List any items you would be willing to distribute as samples at no charge:

Do you have any electrical hook-up needs? Explain?

Are you able to provide evidence of insurance as required? _____

The City will provide one 10 x 10 canopy for each vendor. **Fees are due by 8/25/2006 and will be charged as follows:**

- | | |
|---|--|
| <input type="checkbox"/> Food vendor (selling for profit): \$50 (non-refundable) | <input type="checkbox"/> Children's activities: \$50 (refundable) |
| <input type="checkbox"/> Merchandise vendor (selling for profit): \$50 (non-refundable) | <input type="checkbox"/> Distributing educational materials: \$50 (refundable) |
| <input type="checkbox"/> Merchandise vendor (selling as non-profit): \$50 (refundable) | <input type="checkbox"/> Educational art exhibitor \$50 (refundable) |

Please check one. Vendors must provide their own ice and be set up by 3:00 p.m. on Saturday, September 30, 2006

| | | | |
|--|------------------------------|----------------------|-------------------|
| Event | Date | Hours | Attendance |
| Celebración Comunitaria, Civic Center Mall | Saturday, September 30, 2006 | 5:00 p.m.-10:00 p.m. | 3,000-5,000 |

List other Festival/Fairs/Events (if any) that you have participated in as a food vendor in the past year, along with names and phone numbers of event promoters, so we may check references (use a separate sheet of paper if necessary):

Internal Use Only:

| | | | |
|--|----------------------------------|--------------------------|----------|
| <u>Sole Proprietor Waiver (Y/N)</u> | <u>Scholarship Sponsor (Y/N)</u> | <u>Space Fee</u> | \$ _____ |
| <u>Evidence of Insurance (Y/N)</u> | <u>Trans Priv Number</u> | <u>Transaction/Usage</u> | \$ _____ |
| <u>Information Sheet (Y/N)</u> | <u>Type of add'l power</u> | <u>Other</u> | \$ _____ |
| <u>Revocable Property Permit (Y/N)</u> | <u>Other</u> | <u>Total Fees:</u> | \$ _____ |

Scottsdale ¡Celebración Comunitaria!

Promotional Opportunities

| Media | Name | Description | Category | Reach |
|---------------------------|--------------------|--|--|------------------------------------|
| Television | Channel 11 | Scottsdale Update | Commercial Advertisement for 30 Days | 15,000 viewers (at any given time) |
| | | Culture Talks | City-sponsored talk show | 15,000 viewers (at any given time) |
| | Television Partner | Event Coverage PSA's Advertising | English Market | |
| | Television Partner | Event Coverage PSA's Advertising | Spanish Market | |
| Print | Leisure Lifestyles | Community Publication | | 100,000 circulation |
| | Newspaper Partner | Event Coverage PSA's Advertising | English Market | |
| | Newspaper Partner | Event Coverage PSA's Advertising | Spanish Market | |
| | City Update | City Publication | Weekly E-Newsletter | 1,800+ subscribers |
| | CityLine | City Publication | Employee Newsletter | 2,000+ employees |
| Radio | Radio Partner | Event Coverage PSA's Advertising | English Market | |
| | Radio Partner | Event Coverage PSA's Advertising | Spanish Market | |
| City of Scottsdale | Water Bill Insert | Promotional Ad | | 91,500 mailings |
| | Event Banner | Outdoor Signage | Scottsdale/Osborn Roads, prior to and during event | 35,000 vehicles daily |
| | On-Hold | City Telephone HOLD System | | 25,000+ listeners |